

Recruitment Efforts for Underrepresented racial and ethnic minority students

The Office of Admissions has an aggressive plan to recruit students from diverse backgrounds. Each Admissions staff member is equipped with publications specifically marketed for high school prospects. Each staff member is assigned a territory with a focus on selected high schools and college fairs scheduled throughout the year. An emphasis has been placed on more visitations to schools with 50% or more diverse student enrollment and participation in more college fairs or venues promoting the attendance of underrepresented students. Our aim is to continue to strengthen diversity recruitment and yield programs.

Currently, the admissions programs that are specifically designed to target diverse student populations include the following:

- College Visitation Programs scheduled throughout the year utilizing the
- Explore Ball State Day scheduled for a day on campus in March where we bring prospective high school juniors and seniors to campus to showcase academic departments on campus.
- Project Stepping Stone scheduled for Hispanic/Latino students to stay 2 days on campus in June.
- Indianapolis Black Expo scheduled an information booth in the exhibitor's section of the Convention Center to share current information about Ball State University.
- Center for Leadership Development Achievers' Scholarship Dinner in recognition of the three CLD/BSU Scholarship awardees selected annually.

Past recruitment and community outreach campaigns include:

- Indianapolis Fiesta Celebration in the summer
- La Plaza's Night of Americas Dinner

Office of Admissions participates in the following college fairs:

- 100 Black Men of Indianapolis
- 100 Black Men of Chicago
- Urban League's Career Fairs
- Indiana Latino Institute Education Conference and College Fair
- National Hispanic College Fairs
- Center for Leadership Development Citywide Conference and College Fair
- ICE College Fairs

Minority scholarships available through the Office of Admissions are:

- Center for Leadership Development Scholarship
- National Hispanic Scholarship
- Dr. Martin Luther King Scholarship
- Dr. David A. Davis Scholarship
- A.B. Floyd Leadership Scholarship

And various foundation scholarships targeting underrepresented diverse students.

The Office of Disability Services (DS) staff members spoke at several workshops, conferences, and transition fairs in Indiana describing the transition to college for students with disabilities and highlighting Ball State's services and programs for students with disabilities. DS provides sponsorship for the Power Soccer team, the first university-sponsored Power Soccer team (soccer for power wheelchair users). Now in its seventh year, this team has continued to be an attraction for prospective students who are wheelchair users.

Ball State University							
Office of Admissions							
<i>Data generated by Beth Haisley, August 2017</i>							
Fall 2016 freshman admits, confirms, and yield rate by self-reported ethnic breakdown							
Fall 2016 Freshmen	American Indian/ Alaska native	Black/African American	Caucasian/ White	Not reported	Asian American	Pacific Islander	Hispanic
Admits	1	4,462	16,304	1,370	659	20	1,456
Confirms	-	490	3,679	183	84	6	124
Yield (admit to confirm)	0.0%	11.0%	22.6%	13.4%	12.7%	30.0%	8.5%
<i>A confirmed student is one who accepted Ball State's offer of admission; they may - or may not - have enrolled.</i>							